

**2009 SOUTHEASTERN APPLE GROWERS MEETING**  
**Sponsored by the North Carolina Apple Growers, Inc.**  
**Crowne Plaza Resort Asheville, NC**  
**January 6-7, 2009**

**Tuesday, January 6, 2009**

- 10:00 AM Welcome and Opening Remarks**  
 Presiding - Mr. Gary Morrell, President - NC Apple Growers, Inc.
- 10:10 State of the SE Apple Industry – Panel**  
 --Mr. Greg Nix, Apple Wedge Packers, Hendersonville, NC  
 --Chuck McSpadden, Apple Valley Orchards, Cleveland, TN  
 --Gene Klimstra, Farm Bureau Apple Marketing Coordinator, Hendersonville, NC
- 10:45 Effective Retail Marketing - Increasing Your Markets Roadside Appeal and Attraction– Panel**  
 -- Janice Hale, Hillcrest Orchards, Ellijay, GA  
 -- David and Lola Coston, Coston Farm & Apple House, Hendersonville, NC
- 11:30 Marketing Food Safety**  
 Marty Nicholson, Edith Garrett and Associates, Inc., Asheville, NC
- 11:55 Lunch and Visit Exhibit Area**
- 1:30 PM Early Season Disease Management**  
 Dr. Turner Sutton, Plant Pathology, NCSU, Raleigh, NC
- 2:00 Farm and Food Safety: Good Agricultural Practices (GAP's) - How Can You Prepare?**  
 Ms. Diane Ducharme, Extension Associate NCSU, Entrepreneurship and Innovation in Agriculture, Kannapolis, NC.
- 2:30 Break**
- 2:50 Nursery/Tree Availability**  
 Tom Callahan, Adam's County Nursery, Aspers, PA
- 3:15 Protecting your Farms Assets - Liability and Risk Management**  
 Thomas Beckett, Attorney, Hendersonville, NC  
 Marsh Dark, Vice-President, Morrow Insurance Company
- 3:50 Variety Forum and Apple Tasting Session– Sun Crisp, Pink Lady, Cameo, Early and Late Fuji's, +/- SmartFresh**  
 Moderated by Mike Parker and Steve McArtney with audience participation
- 4:30 Adjournment**
- 6:45 2009 Southeastern Apple Growers Meeting Banquet**  
 Master of Ceremonies: Mr. Chuck Francis, Waynesville, NC  
 --Humorous after dinner entertainment

**Wednesday, January 7, 2009**

- 8:30 AM Coffee in Exhibit Area**
- 8:45 Welcome -**  
 Presiding - Mr. Don Justus, Vice President, NC Apple Growers, Inc.

- 8:55 How Do Your Apples Grow – Thinning Strategies to Maximize Fruit Size**  
 Dr. Steve McArtney, Regional Apple Specialist, NCSU, Clemson, UGA and UT, Mills River, NC
- 9:25 Postharvest Management and Apple Maturity**  
 Dr. Mike Parker, Horticultural Science, NCSU, Raleigh, NC
- 9:50 What's New in Wayne's World of Weeds!**  
 Mr. Wayne Mitchem, Orchard Floor Management Specialist, NCSU, Clemson and UGA
- 10:15 Break**
- 10:35 Grower Innovations Panel**  
 Mr. Greg Nix, Apple Wedge Packers, Hendersonville, NC – Orchard Platform
- 11:00 Harvest Management and Stop Drop**  
 Dr. Steve McArtney, Regional Apple Specialist, NCSU, Clemson, UGA and UT, Mills River, NC
- 11:30 Entomology Update**  
 Dr. Jim Walgenbach, Entomologist, NCSU, Mills River, NC
- 11:55 Adjourn to the Exhibit Area for Lunch**  
 --Sandwiches, chips and drink will be provided in the Exhibit Area
- 1:00 PM Re-Evaluating your Soil Test Procedures and Recommendations**  
 Dr. David Lockwood, Plant Sciences, UT, Knoxville, TN
- 1:30 Efficacy and Attributes of Mating Disruption Methods in the Apple Orchard**  
 Dr. Vonny Barlow and Dr. Jim Walgenbach, Entomologists, NCSU, Mills River, NC
- 2:00 Orchard Nutrient Management: Getting the most from your fertilizer dollar**  
 --Dr. Ron Gehl, Soil Science, NCSU, Mills River, NC
- 2:30 Profitably Growing Apples in the SE? Panel**  
 Moderator: Mr. Greg Nix, Apple Wedge Packers, Hendersonville, NC
- 3:20 Individual State Business Meetings Followed By Adjournment of the 2009 Southeastern Apple Growers Meeting**  
 -----Auxiliary Program-----

**Tuesday, January 6**

- 8:00AM** Registration
- 10:00** Hospitality Room
- 11:45-1:15** Exhibit Area
- 2:00 -4:00 PM** Bingo
- 6:45 PM** Banquet and Program Speaker

**Wednesday, January 7**

- 9:00 AM** Hospitality Room
- Noon** Luncheon: Foxfire Room